

Tipping the Scales Toward Healthier Children

The Utah Childhood Obesity Forum

Key Partners Coming Together to Find Solutions

Wednesday, August 17, 2005 8:15 am - 4:45 pm

Delta Center, VIP Conference Room

Presented By



With Sponsorship From





Agenda

7:45-8:15 Registered Participant Check-In

8:15-8:30 **Welcome**

- Governor Jon M. Huntsman and Mrs. Huntsman
- David N. Sundwall, MD, Executive Director, Utah Department of Health
- Douglas Hasbrouck, MD, Assistant Director, Medical Services, Regence BlueCross BlueShield of Utah
- Kevin O'Connor, Senior Vice President of Basketball Operations, Utah Jazz

8:30-8:45 What do we know about childhood weight in Utah?

 David N. Sundwall, MD, Executive Director, Utah Department of Health

8:45-9:25 What is the impact of obesity on the health and well-being of children?

 William Dietz, MD, Director, Division of Nutrition and Physical Activity, National Centers for Disease Control and Prevention (CDC)

9:25-10:10 What can familie; do?

 Margaret Braae, MS, RD, Primary Children's Medical Center

10:10-10:25 **Break**

10:25-11:10 What can schools do?

- Julie Metos, MS, RD, President, Utah Action for Healthy Kids
- Joel Allred, Principal, Greenville Elementary School, North Logan

11:10-11:55 What can communities do?

- George Shaw, MS, Sandy City Planner
- Kurt Simpson, Executive Director, American Heart Association, Utah Division
- Laura Landon, MA, Executive Director, American Diabetes Association, Utah
- Rose Defa, Regional Vice President, Wasatch Front Metro Office, American Cancer Society
- 11:55-1:15 **Lunch** (includes a Junior Jazz mini-game and special appearance by "The Jazz Bear")

1:15-2:00 What can health care providers do?

• Mark Templeman, MD, Utah Health Care Provider

2:00-3:30 Discussing a Comprehensive Coordinated Approach

Attend two discussion sessions:

- Communities
- Families
- Health Care Providers
- Schools

3:30-3:45 **Break**

3:45-4:30 What can the media do?

- Tanya Vea, News Director, KUTV-2
- Jim Wall, President and Publisher, Deseret Morning News
- Susie Carlson, Energy 8 Media
- Jagueline Hurtado, News Director, Univision

4:30- 4:45 **Summary and Next Steps**

 LaDene Larsen, Director, Bureau of Health Promotion, Utah Department of Health





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Presenter's Bios

Joel Allred

Joel is the Principal of Greenville Elementary School in North Logan. Principal Allred has led the Gold Medal School effort at Greenville Elementary School since 2002. Greenville was one of the first Utah elementary schools to reach platinum level.

Margaret Braae, M\$, RD

A pediatric outpatient dietitian at Primary Children's Medical Center, Margaret spends a lot of time working with overweight children and their families. Finding family-based solutions and changing family behaviors and attitudes is a passion. Margaret graduated from the University of Otago in Dunedin, New Zealand and is a registered dietitian in both New Zealand and the U.S.

Susie Carlson

Susie, an Oregon native, began her career at Rock 103.5 in Salt Lake City in 1985. After completing her education in media sales & marketing at Brigham Young University, Susie attended a four-month internship in New York City with Select/ Selcom & Torbet Radio. After her internship, Susie hit the streets of Salt Lake City. She spent six valuable learning years at KRSP before a quick stint at 98.7 and then on to ten years with Simmon's Media working in the sales department at FM100 and related stations. In 2000, Susie accepted a position at Citadel communications as a sales manager and filled that post for four years. Last year, Susie left the selling side of media to form a new advertising agency. After a couple of agency evolutions, Susie is now settled in as the Founder and President of Energy 8 Media. Susie enjoys all aspects of media and has always felt a strong sense of commitment to community related issues. Though Susie deals with all the media on many different levels, she has a love for the medium of radio and its unique power to reach people. One of Susie's key clients is the Salt Lake Radio Broadcasters. She works closely with the decision makers of the media in Utah on a daily basis. Through Susie's years of dealing with clients, she is interested in using her contacts to make a difference in today's key societal issues.

Rose Defa, B\$

As Vice President of Operations, Wasatch Front Market, American Cancer Society, Rose has oversight for staff, fundraising and cancer support programs in this market. She is responsible for building support for the Society's leadership roles in information, research dollars, patient services and prevention and early detection. Rose has worked in business development, educational and charitable programs since 1988 after receiving a degree in business management from Westminster College. She joined the American Cancer Society in 2001. She has worked closely with dedicated volunteers, developed partnerships and secured sponsorships to facilitate the programs she manages.

William (Bill) Dietz, MD, PhD

Dr. Dietz is the Director of the Division of Nutrition and Physical Activity at the Center for Chronic Disease Prevention and Health Promotion at the CDC. Prior to that he was a Professor of Pediatrics at Tuft's University School of Medicine and Director of Clinical Nutrition at the Floating Hospital of New England Medical Center Hospitals. He received his BA from Wesleyan University and his MD from the University of Pennsylvania. Dr. Dietz received a PhD in Nutritional Biochemistry from MIT. His work includes the first study to demonstrate the relationship between television viewing and obesity, the earliest report that overweight was increasing among children and adolescents in the U.S. and the first suggestion that critical periods exist for the development of overweight in children and adolescents. He is the author of more than 150 publications in the scientific literature, and the editor of three books, including "A Guide to Your Child's Nutrition."

Jaqueline Hurtado

Jaqueline was born in Mexico and raised in Orange County, CA. She joined Univision KUTH in Salt Lake City, Utah working as a news reporter. Prior to KUTH, Jaqueline worked as an assignment desk editor in Los Angeles at KVEA 52 Telemundo. Following that, she was promoted to video producer. Aside from working for Telemundo, she also worked for KNBC as an editorial assistant, investigative reporter and field producer. She also spent part of her career in New York working for CBS on 48 Hours as a news assistant. Jaqueline Hurtado is a member of the National Association of Hispanic Journalists (NAHJ) and the California Chicano News Media (CCNMA). She graduated from California State University at Fullerton in 2002 with her Bachelor's degree in Communication with an emphasis in Broadcast Journalism and a minor in Spanish.

Laura Landen, MA

Laura is the Executive Director of the American Diabetes Association (ADA) serving Utah. She has been involved with the ADA in a number of different roles since 2001. Before coming to Utah five years ago, Laura was an administrator at the University of California, Davis for 16 years.

LaDene Larsen

LaDene is a graduate of the University of Utah College of Nursing. She has worked in public health for over 24 years in chronic disease prevention and control and health promotion. LaDene is currently the Director of the Health Promotion Bureau in the Utah Department of Health, and the Department's lead for obesity prevention.





Presenter's Bios

Julie Metos, MS, RD

Julie is the Assistant Director, Coordinated Master's Program in Dietetics at the University of Utah. She is also the chair of Action for Healthy Kids-Utah, a grass roots group aiming to improve the physical fitness and nutrition environment in schools so children can achieve optimum health and academic performance. Julie was also recently a pediatric dietitian at Primary Children's Medical Center and manager of Outpatient Nutrition Services, where she worked with patients and families who had issues with overweight or eating disorders.

Kurt Simpson

Kurt serves as executive director for the Utah Division of the American Heart Association, Western Affiliates. The American Heart Association works each day to advance cardiovascular research, spreading lifesaving knowledge and helping all Americans live longer, healthier lives. Prior to his AHA appointment in March of this year, Kurt served as executive director of the Catholic Foundation of Utah since 1991. Kurt is a former vice president and board member of the Utah Society of Fund Raisers and president and board member of the Utah Planned Giving Roundtable.

George Shaw, MS

George has been Planning Director for the City of Sandy since 1984, and before that worked as a city planner for Orem. He has worked with a number of agencies planning educational pursuits, including Envision Utah's Toolboxes, Utah Governments Trust Citizen Planner Seminars and as Adjunct Faculty at the University of Utah. George has BS and MS degrees from BYU in Geographic Planning and Urban Geography.

David N. Sundwall, MD

Dr. Sundwall was nominated by Governor Jon M. Huntsman to serve as Executive Director of the Utah Department of Health on January 3, 2005, and was confirmed for this position by the Utah Senate on January 17, 2005. In this capacity he supervises a workforce of almost 1,400 employees, and a budget of almost \$1.8 billion. Previously, Dr. Sundwall served as the President of the American Clinical Laboratory Association from 1994 to 2003, when he was appointed Senior Medical and Scientific Officer. Prior to his position at ACLA, he was Vice President and Medical Director of American Healthcare System (AmHS), at that time the largest coalition of not-for-profit multi-hospital systems in the country. Dr. Sundwall has extensive experience in federal government and national health policy, including:

 Administrator, Health Resources and Services Administration (HRSA), Public Health Service, U.S. Department of Health and Human Services (HHS), and Assistant Surgeon General in the Commissioned Corps of the U.S. Public Health Service (1986-1988). During this period, he had adjunct responsibilities at HHS including: Co-Chairman of the HHS Secretary's Task Force on Medical Liability and Malpractice, and the HHS Secretary's Designee to the National Commission to Prevent Infant Mortality.

David N. Sundwall, MD (continued)

 Director, Health and Human Resources Staff (Majority), U.S. Senate Labor and Human Resources Committee (1981-1986).

Dr. Sundwall was in private medical practice in Murray, Utah from 1973-1975. He currently has academic appointments at the Uniformed Services University of the Health Sciences, Bethesda, Maryland; Georgetown University School of Medicine, Washington, DC; and the University of Utah School of Medicine. He is board certified in internal medicine and family practice. He is on the volunteer medical staff of Health Care for the Homeless Project, and serves as a primary care physician in a shelter-based clinic one-half day per week.

Mark Templeman, MD

Mark is a general pediatrician and has practiced in Salt Lake City for more than 13 years. He also participates in a nutrition clinic at Primary Children's Medical Center for underweight and overweight children. Mark's goals are to improve nutrition and physical activity within the schools.

Tanya Vea

Tanya is the KUTV-2 News Director.

Jim Wall

Jim is a native of Washington State. He graduated from Brigham Young University with a degree in Communications, Jim has worked extensively in the newspaper business, beginning with The Everett Herald and then at The Arizona Pennysaver in Mesa, Arizona, In 1989. The Dallas-Times Herald recruited Jim where he then became vice president of advertising, Jim moved to New Mexico and became Publisher of the Las Cruces Sun-News, a MediaNews Group daily newspaper. MediaNews moved him to Pittsfield, where he became President of New England Newspapers, Inc. In 1999, he moved to the Denver Post where he became General Manager and Executive Vice President. Following the announcement of a Joint Operating Agreement with the competing Rocky Mountain News, he accepted the position of President and Publisher of the Deseret Morning News. Jim has been active in each of the communities where he has lived and worked, including active roles in The Church of Jesus Christ of Latter-day Saints, the United Way, local chambers of commerce, state fair, community economic development, College Board of trustees, Boy Scouts of America, theater, opera and symphony boards and charitable organizations. Jim is married to Constance M. Smith. They have five children.



Resources

Available at www.health.utah.gov/obesity/resources

- Tipping the Scales Toward a Healthier Population A Report of Overweight and Obesity in Utah (PDF)
- 2. Health Status Update Childhood Obesity (PDF)
- 3. PRAMS Maternal Body Mass Index and Pregnancy Outcomes in Utah (PDF)
- 4. Physical Activity and Health: A Report of the Surgeon General (Web site)
- 5. Surgeon General's Report (PDF)
- 6. A Healthier You Legacy Awards (Web site)
- 7. American Academy of Pediatrics Policy Statement (PDF)
- 8. Action for Healthy Kids Nutrition Policy Recommendations (PDF)
- 9. Action for Healthy Kids Physical Activity Policy Recommendations (PDF)
- 10. Action for Healthy Kids Wellness Policy Recommendations (PDF)
- 11. Community-based programs for parents, care givers and kids (Web site)
- 12. Fit Source interactive Web site for child care and after school care providers (Web site)
- 13. Gold Medal Schools Information (Web site)
- 14. A Nation at Risk: Obesity in the United States (Web site)
- 15. (Updated) National Conference of State Legislators Resource on Legislation for 2005 (Web site)
- 16. Overview of the Institute of Medicine's Childhood Obesity Prevention Study (Web site)
- 17. Robert Wood Johnson Foundation summary of states' legislation passed in 2005 on obesity, nutrition and physical activity (PDF)
- 18. Tool Kit on Trends and Policy Solutions for Youth Obesity (Web site)

